

Shadab Ansari

From: Vartak, Shubhankar <shubhankar.vartak@iqvia.com>
Sent: 10 May 2023 15:56
To: shilpa.gupta@market-xcel.com
Cc: manishoberoi@market-xcel.com; shaheed.shaikh@market-xcel.com; shadab.ansari@market-xcel.com; 'Kapil Narang'; amit@market-xcel.com; Rane, Mandar EX1
Subject: RE: Project Heather_2960300_Doctor_RFQ - Cost

Hi Shilpa,

Confirming that this PO request has been raised.
Awaiting the link from the scripting team.

Although I am coordinating with them as well, would be helpful if you can have a word and expedite.
This is considering the tight timelines that we have for the project.

Regards,
Shubhankar Vartak
Associate Consultant, PI

From: Shilpa Gupta <shilpa.gupta@market-xcel.com>
Sent: Wednesday, May 10, 2023 3:24 PM
To: Rane, Mandar EX1 <mandar.rane@iqvia.com>
Cc: manishoberoi@market-xcel.com; Vartak, Shubhankar <shubhankar.vartak@iqvia.com>; shaheed.shaikh@market-xcel.com; shadab.ansari@market-xcel.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; amit@market-xcel.com
Subject: RE: Project Heather_2960300_Doctor_RFQ - Cost

Dear Mandar,

Hi! Please find below the cost for your reference –

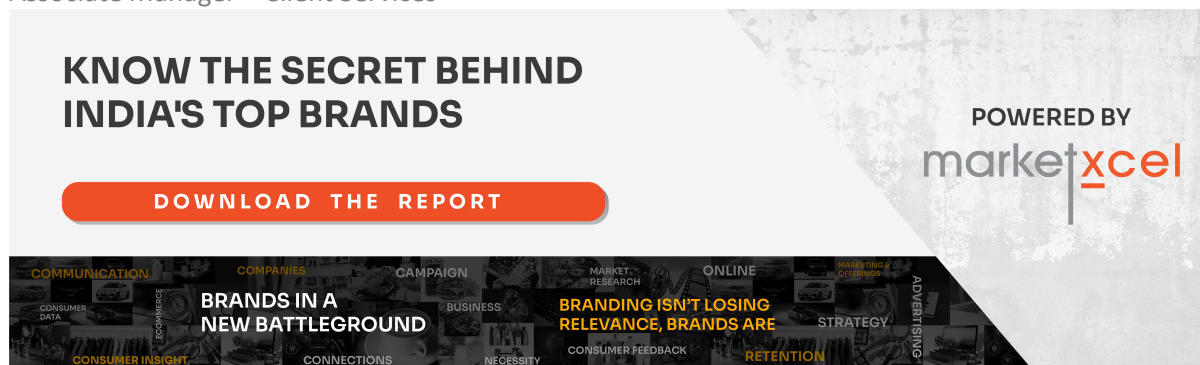
ZONES	CITIES	CONSULTING PHYSICIANS	CPI	Cost	GENERAL PHYSICIANS	CPI	Cost
NORTH	Delhi	7	1080	7560	8	600	4800
WEST	Mumbai	8	1080	8640	7	600	4200
EAST	Kolkata	5	1080	5400	5	600	3000
	Bhubaneshwar	3	1134	3402	3	630	1890
SOUTH	Chennai	2	1080	2160	2	600	1200
	Cochin	2	1080	2160	1	600	600
	Bangalore	1	1080	1080	2	600	1200
	Hyderabad	2	1080	2160	2	600	1200
Total Study Cost		30		32562	30		18090
		50652 *					

*Taxes Additional

Thanks & Regards

Shilpa Gupta

Associate Manager – Client Services



Market Xcel Data Matrix Private Limited

Extension: 553 / Direct Line: +91 11 42343553

Mobile: +91 9953166976

From: Shilpa Gupta <shilpa.gupta@market-xcel.com>

Sent: Tuesday, May 9, 2023 7:50 PM

To: 'Rane, Mandar EX1' <mandar.rane@iqvia.com>

Cc: 'manishoberoi@market-xcel.com' <manishoberoi@market-xcel.com>; 'Vartak, Shubhankar' <shubhankar.vartak@iqvia.com>; 'shaheed.shaikh@market-xcel.com' <shaheed.shaikh@market-xcel.com>; ('shadab.ansari@market-xcel.com') <shadab.ansari@market-xcel.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; 'amit@market-xcel.com' <amit@market-xcel.com>

Subject: RE: Project Heather_2960300_Doctor_RFQ

Dear Mayuresh,

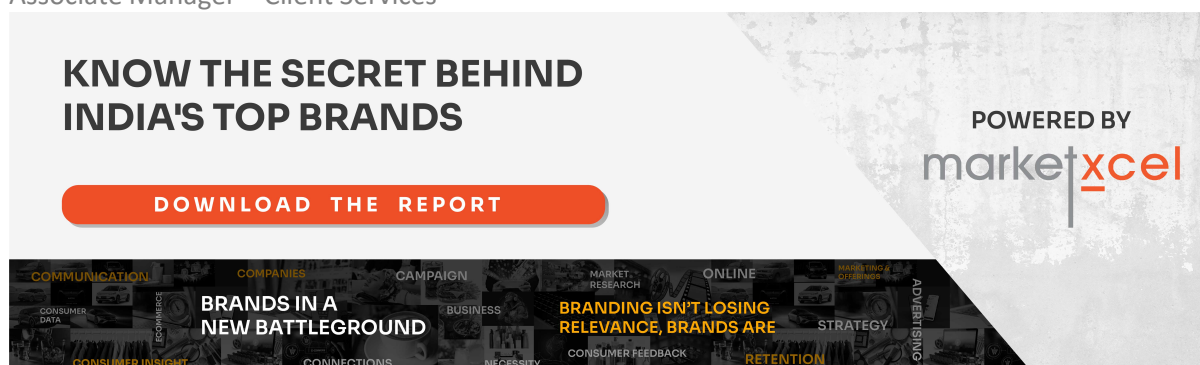
Hi! Thanks a lot for awarding a new study. We will share the cost by tomorrow before 11:00 AM.

Also regarding the scripting making a new mail thread with our scripting team to take it ahead. We will have Shaheed take this up at our end.

Thanks & Regards

Shilpa Gupta

Associate Manager – Client Services



Market Xcel Data Matrix Private Limited

Extension: 553 / Direct Line: +91 11 42343553

Mobile: +91 9953166976

From: Rane, Mandar EX1 <mandar.rane@iqvia.com>
Sent: Tuesday, May 9, 2023 7:06 PM
To: amit@market-xcel.com; shilpa.gupta@market-xcel.com
Cc: manishoberoi@market-xcel.com; Vartak, Shubhankar <shubhankar.vartak@iqvia.com>
Subject: Project Heather_2960300_Doctor_RFQ

Hi Shilpa / Amit,

We have a new upcoming study of **Proposition testing**. Please look at the details below:
Kindly do let us know the feasibility and the costs. (approved as per rate card)

Respondents: Diabetologists, Consulting Physicians and General Physicians

Screening criteria:

Experience: between 3 years & 40 years for Consulting Physicians and General Physicians and between 3 years & 30 years for Diabetologists

Timeline: 1.5 Weeks

LOI: 30 Mins

Methodology: Quantitative F2F CAPI / Online Interviews

Consultation Fees: >200 INR

Diabetic patient Load / Week: >=50

Should be recommending **Ensure Diabetes Care / Protinex Diabetes Care / Horlicks Diabetes Plus**

Sample size: 60 doctors (Detailed split given below)

ZONES	CITIES	DIABETOLOGISTS & CONSULTING PHYSICIANS	GENERAL PHYSICIANS	TOTAL
NORTH	Delhi	7	8	15
WEST	Mumbai	8	7	15
EAST	Kolkata	5	5	10
	Bhubaneshwar	3	3	6
SOUTH	Chennai	2	2	4
	Cochin	2	1	3
	Bangalore	1	2	3
	Hyderabad	2	2	4
TOTAL		30	30	60

We have also attached the field kit for the study. We would be going forward with you as our research partners. Hence, please start the scripting and share the test link with us by tomorrow.
Discussion and finalization on the costing can happen simultaneously.
Please get in touch with me (Mob: 9833029059) or Shubhankar in case of any doubts / queries.

Regards,
Mandar Rane
Analyst- PI
Mob: 9833029059

IMPORTANT - PLEASE READ: This electronic message, including its attachments, is CONFIDENTIAL and may contain PROPRIETARY or LEGALLY PRIVILEGED or PROTECTED information and is intended for the authorized recipient of the sender. If you are not the intended recipient, you are hereby notified that any use, disclosure, copying, or distribution of this message or any of the information included in it is unauthorized and strictly prohibited. If you have received this message in error, please immediately notify the sender by reply e-mail and permanently delete this message and its attachments, along with any copies thereof, from all locations received (e.g., computer, mobile device, etc.). To the extent permitted by law, we may monitor electronic communications for the purposes of ensuring compliance with our legal and

regulatory obligations and internal policies. We may also collect email traffic headers for analyzing patterns of network traffic and managing client relationships. For further information see our [privacy-policy](#). Thank you.